



Content and Feeds Modules

This chapter provides an overview of the various content and feed modules and their functions.:

- [Overview of the Content and Feeds Modules](#)
- [Various Content and Feeds Modules](#)

Overview of the Content and Feeds Modules

The Content and Feeds modules are mainly feed-based modules. You can create the feeds using the Go to Feed Editor icon available in the Cisco Enterprise Mobility Services Platform main window. This chapter includes a Data Table module that enables you to create a table to display data in rows and columns. You can display pictures from albums in you mobile site using the Picture Gallery module. This chapter includes the modules that enable you to display schedules of events, shows, and articles on your site.

Various Content and Feeds Modules

This section includes the detailed description of the following Content and Feeds modules:

- [Data Table, page 4-2](#)
- [Picture Gallery, page 4-9](#)
- [Schedule, page 4-15](#)
- [Shows, page 4-21](#)
- [Stories, page 4-26](#)
- [RSS Feed Reader, page 4-34](#)

Send documentation comments to emsp-docfeedback@cisco.com

Data Table

The Data Table module enables you to create a table to display tabular data in rows and columns. The number of rows and columns of the table depends upon the feed.

Before you begin to use the Data Table module, ensure that you have the following:

- A feed URL for data table
- A feed adapter key

If you want to create a feed using the Cisco Feed Editor, use the following details:

- Feed Template—Table Data
- Feed Adapter Key — TABLEDATA

The Feed Structure for creating a Data Table template is as follows:

```
<root>
  <Row>
    <cell type="" URL=""></cell>
    <cell type="" URL=""></cell>
    <cell type="" URL=""></cell>
  </Row>
  <Row>
    <cell type="" URL=""></cell>
    <cell type="" URL=""></cell>
    <cell type="" URL=""></cell>
  </Row>
</root>
```



Note

Contact Cisco if the feed is external.

This module enables you display the data in multiple rows and columns on your mobile site. Some example usages are to show an event schedule and agenda, a Product Feature Comparison table, store, and their occurrences.



Note

This module can be used only for web sites.

Some of the features of this module include:

- Displays data in tabular format: in rows and columns
- Feed defines number of rows and columns
- Configure alternate color for rows and columns
- Define the width of the columns in percentage (%).
- Data displayed can have links.

The module can be used to display the schedules of a performance or shows in a tabular format.

Send documentation comments to emsp-docfeedback@cisco.com

Configuring the Data Table Module

To configure the Data Table module, perform the following steps:

-
- Step 1** In the Modules panel, enter **Data Table**. The Data Table module appears in the Modules panel.
 - Step 2** Drag and drop the module into the appropriate area of your page in the canvas. The Edit panel of the module opens.
 - Step 3** In the Edit panel of the module, specify the required values in the respective fields.
 - Step 4** Click **Save**.
-

Data Table Properties

Main Properties

The Main properties enable you to specify the feed URL and other basic properties for this module. The following is the list of Data Table Main properties.

Table 4-1 Main Properties

Property	Description
Feed URL	The feed URL that conforms to the content source format supported by the module.
Feed Adapter Key	The feed adapter key.
Specify Column Header with Column width (in percentage)	The name for the column header in the left side of the text box and the column width in the right side of the text box. You can add more columns using the +Add button. You can delete the columns using the adjacent delete button.
Header show/hide options	The appropriate header show/hide for your data. <ul style="list-style-type: none"> • Show Always—to display the header • Hide Always—to hide header • Hide when data is unavailable—to hide header when the data is not available.
Message when data not available (Optional)	The message to be displayed when data is not available. This label is optional.

Send documentation comments to emsp-docfeedback@cisco.com

Table Header Properties

The Table Header properties enable you to specify the table header details. The following is the list of Table Header properties.

Table 4-2 Table Header Properties

Property	Description
Text Alignment (Horizontal)	The horizontal alignment for the table header.
Text Alignment (Vertical)	The vertical alignment for the table header.
Font Color	The font color for the table header.
Font Family (Touch)	The font family for the table header for touch mode.
Font Family (Non-Touch)	The font family for the table header for non-touch mode.
Font Size	The font size for the table header text.
Text Style Options	<p>Make text bold (Touch)— To make the table header text bold for touch devices.</p> <p>Make text bold (Non-touch)— To make the table header text bold for non-touch devices.</p> <p>Make text italic (Touch)— To make the table header text italic for touch devices.</p> <p>Make text italic (Non-touch)— To make the table header text italic for non-touch devices.</p> <p>Text Shadow Color—The color for the shadow for the table header text.</p>
Background	The background color for the table header.
Background Image Options	<p>To add an image as background.</p> <p>Add Background Image (touch) —To use an image as background for touch devices. You can upload the image using the Upload Image button.</p> <p>Add Background Image (non-touch)—To use an image as background for non-touch devices. You can upload the image using the Upload Image button.</p> <p>Repeat Horizontally—To repeat the image horizontally.</p>

Table Data Properties

The Table Data properties enable you to configure the Table Data properties. The following is the list of Table Data properties.

Table 4-3 Table Data Properties

Property	Description
Text Alignment (Horizontal)	The horizontal alignment for the table data text.
Text Alignment (Vertical)	The vertical alignment for the table data text.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-3 Table Data Properties

Property	Description
Font Color	The font color for the table data text.
Font Family (Touch)	The font family for the table data text for touch devices.
Font Family(Non-Touch)	The font family for the table data text for non-touch devices.
Font Size	The font size for the table data text for non-touch devices.
Text Style Options	<p>Make text bold (Touch)— To make the table data text bold for touch devices.</p> <p>Make text bold (Non-touch)— To make the table data text bold for non-touch devices.</p> <p>Make text italic (Touch)— To make the table data text italic for touch devices.</p> <p>Make text italic (Non-touch)— To make the table data text italic for non-touch devices.</p> <p>Underline links (Touch)—To underline the links for touch devices.</p> <p>Underline links (Non-touch)—To underline the links for non-touch devices.</p>
Links Font Color	The font color for the links.
Text Shadow Color	The shadow color for the table data text.

Navigation Properties

The Navigation properties enable you to specify the Navigation Link properties. The following is the list of Data Table Navigation properties.

Table 4-4 Navigation Properties

Property	Description
Navigation Links	
Navigation links font family (Touch)	The font family for the navigation link for touch devices.
Navigation links font family (Non-touch)	The font family for the navigation link for non-touch devices.
Display next and previous buttons/links	To display the next and previous buttons or links.
Previous Button Label	The label for the previous button.
Next Button Label	The label for the next button.
Display Previous Link as Image	To display the previous link as image.
Change Default Button (120*40 Px)	To change the default button. You can upload the image using the Upload Image button.
Display Next Link as Image	To display the next link as image.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-4 Navigation Properties

Property	Description
Change Default Button (120*40 Px)	To change the default button. You can upload the image using the Upload Image button.
Font Color	The font color for navigation links.
Font Size	The font size for navigation links.
Text Style options	
Make Text Bold	To make the text bold.
Text Shadow Color	The shadow color for the text.
Background Color	The background color for the text.
Previous and Next link on inner pages (Non-touch)	
Previous link label	The label for the previous link
Next link label	The label for the next link.
Next and Previous Link Font Color	
Font Color	The font color for the Next and Previous link.

Navigation (Lazy Loading for Touch devices) Properties

The Navigation (Lazy Loading for Touch devices) properties enable you to specify the navigation properties for lazy loading for touch mode. The following is the list of Navigation (Lazy Loading for Touch devices) properties.

Table 4-5 Navigation (Lazy Loading for Touch devices) Properties

Property	Description
Enable lazy loading for touch devices	To enable lazy loading for touch devices. This model loads data part by part and the user does not have to wait till the entire data is loaded.
To display text along with loader	To display the text along with the loader.
Loader Text	The text to display about loading.
Show more button options	
Button Label	The label for the Show more button.
Font Family	The font family for the Show more button.
Font Size	The font size for the Show more button.
Make Text Bold	To make the show more button bold.
Button Label color	The color for the Show more button.
Label Shadow Color	The shadow color for the Show more button.
Background Gradient Color (Top)	The background gradient color at the top for the Show more button.
Background Gradient Color (Bottom)	The background gradient color at the bottom for the Show more button.

[Send documentation comments to emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)

Background Properties

The Background properties enable you to specify the background details for the module. The following is the list of Data Table Background properties.

Table 4-6 Background Properties

Property	Description
Background Color	The color that should appear as background to the area where the module content appears.
Background Image Options	
Add background image (Touch)	To use an image as the background of the area. You can upload the image using the Upload Image button. This applies to the touch version.
Add background image (Non-touch)	To use an image as the background of the area. You can upload the image using the Upload Image button. This applies to the non-touch version.
Repeat horizontally	To repeat the background image horizontally only.
Use CSS gradients for background (Touch)	To use css gradient for background.
Background Gradient Color (Top)	The color for gradient at the top.
Background Gradient Color (Bottom)	The color for gradient at the bottom.
Alternate Background Options	To set the background for the alternate rows in the Data Table module. Tip Use a different color for better effect. Note The background color and other background image options remain the same as mentioned earlier.

Border Properties

The Border properties enable you to specify the border details for the module. The following is the list of Data Table Border properties.

Table 4-7 Border Properties

Property	Description
Border Color	The color that you want to use for the module border. The border color applies to all rows and column borders.
Stroke Weight	The thickness for the border.

Send documentation comments to emsp-docfeedback@cisco.com

Padding and Margin Properties

The Padding and Margin properties enable you to specify the padding and margin values. The following is the list of Data Table Padding and Margin properties.

Table 4-8 Padding and Margin Properties

Property	Description
Padding (Px) (Touch)	The space you want to leave between the content and the module boundary for touch mode.
Padding (Px) (Non-touch)	The space you want to leave between the content and the module boundary for non-touch mode.
Margin (Px) (Touch)	The space between the module boundary and the sides of device screen for touch mode.
Margin (Px) (Non-Touch)	The space between the module boundary and the sides of device screen for non-touch mode.

Send documentation comments to emsp-docfeedback@cisco.com

Picture Gallery

The Picture Gallery module displays pictures, which are specified in the Picture Gallery feed, on your mobile site and applications. The module can be customized to display pictures with titles, short descriptions, and thumbnails. The Picture Gallery module can be used to display pictures from a picture album.

You may want to display a series of pictures as a picture gallery. You may already have grouped pictures under different categories and may want to put it up on your mobile site to make it more attractive. The Picture Gallery module helps you to do that.

To gather analytical data on content, you can configure the Analytics' parameters. The Analytics properties enable you to configure the Picture Gallery module to gather analytical data on the number of More pages accessed, picture and album titles viewed, and so on. Such analytical data can then be retrieved using modules such as Omniture.



Note

This module can be used only for web sites.



Note

The values that you specify in the Analytics section can be mapped to various parameters in the Omniture module to generate a report.

Before you begin to use the Picture Gallery module, ensure that you have the following:

- A picture feed URL
- A feed adapter key provided by Cisco

If you create a feed using Feed Editor, use the following details:

- Feed Template Name—Picture Gallery
- Feed Adapter Key— PICTUREGALLERY

Feed Structure:

```
<content>
  <flipbooks>
    <flipbook flipbookId="" title="">
      <thumbnailImage/>
      <flipbookDesc/>
      <pubDate/>
      <flip>
        <caption/>
        <image imageId="" imageSrc=""/>
        <description/>
        <search keyword=""/>
      </flip>
    <flip>
      <caption/>
```

Send documentation comments to emsp-docfeedback@cisco.com

```
<image imageId="" imageSrc=""/>
<description/>
<search keyword=""/>
</flip>
</flipbook>
</flipbooks>
</content>
```



Note

Contact Cisco only if the Feed is external.

Configuring the Picture Gallery Module

To configure the Picture Gallery module, perform the following steps:

- Step 1** In the Modules panel, enter **Picture Gallery**. The Picture Gallery module appears in the Modules panel.
- Step 2** Drag and drop the module into the site page in the canvas. The Edit panel of the module opens.
- Step 3** In the Edit panel of the module, specify the required values in the respective fields.
- Step 4** Click **Save**.

For information on images, see the “[Recommended Image Sizes](#)” section on page 4-14. For information on tags, see the [Chapter 16, “Feed Details”](#).

Picture Gallery Properties

Main Properties

The Main properties enable you to specify the feed URL and other basic properties of this module. The following is the list of Picture Gallery Main properties.

Table 4-9 Main Properties

Property	Description
Feed URL	The URL of Picture gallery feed that conforms to the content source format supported by the module.
Feed Adapter Key	The feed adapter key.
Number of Display Items on the First Page	The number of items from the feed that needs to be displayed on the first page.
Show Number of Items in Each Album	To show the number of pictures to be displayed from an album.
Show Short Description	To display the short description of each picture. For more information on short description, see Chapter 16, “Feed Details” .

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-9 Main Properties

Property	Description
Label For More Link	The text that represents the More link.
Label for Next Page	The text for Next Page (inner page).
Label for Previous Page	The lable text for the Previous Page (inner page).
Label for Go back Link	The label text for the Go back link (inner page).

Style Properties

The Style properties enable you to specify the style for the module.

By default, style properties apply to both touch and non-touch modes. The following is the list of Picture Gallery Style properties.

Table 4-10 Style Properties

Property	Description
Title Color	The font color for the titles of the gallery items.
Align Title for Gallery View	To align the titles of Pictures and albums to right, left, or center. Note In Gallery View, a list of albums appears on the main page and the users need to click on an album to view individual pictures in the album.
Short Description Color	The font color for the text of short descriptions.
Navigation Link Color	The color that you want to use for the navigation links.
Align Navigation Link	To align the navigation link to right, left, or center.
Change Placeholder Thumbnail (45x15 Px)	To change the placeholder thumbnail image. You can upload the new image using the Upload Image button.
Placeholder Thumbnail Background Color	The background color for the placeholder thumbnail image.
Display Page Number Navigation	To display the page number of a picture out of the total page numbers.
Background Color	The color for the background area where pictures appear.
Add Background Image	To use an image as the background for the area where pictures appear. You can upload the new image using the Upload Image button.
Padding	The space that you want to leave between the content boundary and the module boundary.
Margin	The space that you want to leave between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Touch Version Properties

The Touch Version properties enable you to specify the touch mode exclusive properties. The following is the list of Picture Gallery Touch Version properties.

For information on images, see the “[Recommended Image Sizes](#)” section on page 4-14.

Table 4-11 Touch Version Properties

Property	Description
Change Arrow for List View	To change the default arrow image for list view.
Display Options	The manner pictures must appear in a page. The options available are: <ul style="list-style-type: none"> • Gallery View— directly displays the items as an album. • Album Grid and Gallery— initially displays the pictures in a grid view and switches to the album view when the end user clicks on a picture. • Album List and Gallery— initially displays the pictures in a list view and switches to the album view when the end user clicks on a picture.
Display Options for Gallery View	If the layout is set to Gallery View, present pictures in one of the following ways: <ul style="list-style-type: none"> • Gallery Only • Gallery with Thumbnails
Change Enabled Next Arrow (20x20 px)	To replace the default arrow image that indicates the end users can click to navigate to next items.
Change Disabled Next Arrow (20x20 px)	To replace the default arrow image that indicates there are no more next items to be viewed.
Change Enabled Previous Arrow (20x20 px)	To replace the default arrow image that indicates the end users can click to navigate to previous items.
Change Disabled Previous Arrow (20x20 px)	To replace the default arrow image that indicates there are no more previous items to be viewed.
Change Enabled Previous Arrow (20x20 px)	To replace the default arrow image that indicates the end users can click to navigate to previous items.
Change Disabled Previous Arrow (20x20 px)	To replace the default arrow image that indicates there are no more previous items to be viewed.
Display options for Grid View	If the layout is set to Grid View, display pictures in one of the following ways: <ul style="list-style-type: none"> • Thumbnail Only • Thumbnail and Title <p>Note Grid View does not display short descriptions.</p>

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-11 Touch Version Properties

Property	Description
Configure Different Layout for First Feed Item	To apply a different layout for the first feed item. The layout options for the first feed item can include: <ul style="list-style-type: none"> • Picture and Title • Picture, Title, and Short Description These settings do not apply to Gallery View.
Title Font Family	The font family you want to apply to the titles of pictures.
Title Font Size	The font size you want to apply to the title text.
Make Title Bold	To display the titles with bold text formatting.
Short Description Font Family	The font family you want to apply to the short description.
Short Description Font Size	The font size you want to apply to the short description.
Navigation Link Font Family	The font family to be used for the text that represents the navigation link.
Navigation Link Font Size	The font size for the navigation link text.
Make Navigation Link Bold	To display the navigation link text with bold text formatting.
Separator Color	The color for the separator lines that appear between pictures.
Stroke Weight	The thickness of the separator line.
Add Background Image	To upload an image you want to use as the background for pictures.
Padding (Px)	The space you want to leave between the content boundary and the module boundary.
Margin (Px)	The space you want to leave between the module boundary and the sides of device screens.

Advanced Properties

The Advanced properties enable you to specify the instructions to define the background size for the background image. The following is the list of Picture Gallery Advanced properties.

Table 4-12 Advanced Properties

Property	Description
Instruction to use Background Size for Background Image	You can add the instruction to use background size for background image. You can use the format options to edit the text.

Send documentation comments to emsp-docfeedback@cisco.com

Analytics Properties

The Analytics properties enable to you configure the properties required for analysis. The following is the list of Picture Gallery Analytics properties.

Table 4-13 Analytics Properties

Property	Description
More page count	The value to configure the Picture Gallery module to gather information on the number of More pages accessed by the end users.
Album Title	The value to configure the Picture Gallery module to gather information on the titles of albums viewed by the end users.
Picture Title	The value to configure the Picture Gallery module to gather information on the titles of Pictures viewed by the end users.

Recommended Image Sizes

The OOB modules are feed based or non-feed based. Images of various sizes can be uploaded either while creating the feed for the module or in the Edit panel of Site Builder. The following table includes recommended image sizes to be used while creating sites:

Table 4-14 Recommended Image Sizes

Image/Example	Image Width	File Size	Example
Extra Large XL	1000 - 2000Px	1MB (1024KB)	For rich background images.
Large L	800 - 1360Px	560 KB	Images used for banners, home page cover picture, carousel, picture gallery, and news detail.
Medium M	130 - 300Px	45 KB	For thumbnails, logos, click to Call, click to SMS, and so on.
Small S	60 - 100Px	7KB	For caret images, icons etc.
Extra Small XS	2 - 60Px	3KB	For repeat background images.

Send documentation comments to emsp-docfeedback@cisco.com

Schedule

The Schedule module enables you to list shows, events, conferences, and meetings on mobile sites and applications, in the order in which they are scheduled to take place. You can use this module to publish schedules of shows and events.

The module can display the time, date and day of a show. The Schedule module can also be configured to help end users navigate to past, current, and future shows or events, by providing various navigation features.

Before you begin to configure the Schedule module, ensure that you have the following items:

- Schedule feed URL
- Feed adapter key provided by Cisco
- Personalization key provided by Cisco (optional)

If you want to create a feed using the Cisco Feed Editor, use the following details:

- Feed template name—Schedule
- Feed adapter key—SCHEDULE

Standard Feed Structure:

```
<ScheduleInfo>
  <Schedules date="YYYY-MM-DD">
    <Schedule>
      <ShowName />
      <thumbnail />
      <time>HH:mm:ss</time>
      <duration>HH:mm:ss</duration>
      <url />
      <description />
    </Schedule>
  < Schedule>
    <ShowName />
    <thumbnail />
    <time>HH:mm:ss</time>
    <duration>HH:mm:ss</duration>
    <url />
    <description />
  < /Schedule>
... </Schedules>
...</ScheduleInfo>
```

Send documentation comments to emsp-docfeedback@cisco.com

The Main properties include two options: Format Options and Display Options. Certain combinations between these two options are supported by this module. The following combinations are supported by this module.

Combination supported

Combination 1

Format option = Shows Listing

Display option

- Title and Short Description
- Title and Thumbnail.
- Title, Thumbnail and Short Description

Combination 2

Format option = Time Listing

Display option

- Title Only
- Title and Thumbnail



Note

All other combinations between these two options are not supported by this module.

Configuring the Schedule Module

To configure the Schedule module, perform the following steps:

-
- Step 1** In the Modules panel, enter **Schedule**. The Schedule module appears in the Modules panel.
 - Step 2** Drag and drop the module into the canvas. The Edit panel of the module opens.
 - Step 3** In the Edit panel of the module, specify the required values in the respective fields.
 - Step 4** Click **Save**.
-

Send documentation comments to emsp-docfeedback@cisco.com

Schedule Properties

Main Properties

The Main properties enable you to specify the feed details and other basic properties of this module. The following is the list of Schedule Main properties..

Table 4-15 Main Properties

Property	Description
Feed URL	The URL of the schedule feed.
Feed Adapter Key	The feed adapter key for the schedule feed. The standard feed adapter key for the Schedule module is SCHEDULE. If the URL of each schedule item is specified in the feed, the schedule item is clickable and appears with link arrows. If no URL is specified in the feed, each item appears without the link arrow and is not clickable.
Number of Items to be displayed	The number of items that must appear in the list of schedule items on the main page.
Format Options	The list of scheduled items can be displayed in one of the following ways: <ul style="list-style-type: none"> • Show listing— Lists scheduled shows with tags such as now showing and up next, or with show timings. • Time Listing— Lists scheduled shows with their respective show timings in two column format.
Display Options	For each show the following display options are available: <ul style="list-style-type: none"> • Title Only • Title and Short Description • Title and Thumbnail • Title, Thumbnail, and Short Description
Display 12-Hour Click Time (AM/PM)	To display a 12-hour clock.
Begin Schedule at the User's Current Time	To begin schedule at the user's current time.
Set User's Time Zone	The time zone of the user.
Highlight User's Favourite Shows	To highlight the favourite shows of the user in the list of schedule items.
Personalization Key	The personalization key for the schedule feed.
Replace Currently Playing Show Time with Label	To replace currently playing show time with a label.
Label for Currently Playing Show	The label for the currently playing show. "Now Showing" is the default label.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-15 Main Properties

Property	Description
Replace Upcoming Show Time with Label	To replace upcoming show time with a label.
Label for Upcoming Show	The label for the Upcoming Show. “Up Next” is the default label.
Show Date Navigation	Enables navigation between shows based on particular date or day. This navigation appears above the schedule list.
Format Options for Date Navigation	Date Navigation can be presented in one of the following formats: <ul style="list-style-type: none"> • Dropdown— displays a drop-down list of dates. The format of the date is set to Day/date/ month. • Horizontal Navigation— displays a navigation button with date. Enables navigation between dates, using the Next and Previous arrows that appear on the right and left sides of the button.
Number of dates to be displayed in Date Navigation	The number of dates you want to display in date navigation.

Style Properties

The Style Properties enable you to define the font details for this module. The following is the list of Schedule Style properties.

Table 4-16 Style Properties

Property	Description
Time Color	The font color for the time text. The font color applies to the time displayed for each show, on both touch and non-touch mode.
Title Color	The font color for the titles of shows.
Short Description Color	The font color for the short description text. This color applies to short description text in both touch and non-touch modes.
Background Color for highlighted Favourite Shows	The color that you want to display for highlighted favourite shows.
No Favourite Shows Added Message Color	The font color for the No Favourite Shows Added text message.
More Link Color	The color for the More Link.
Align More Link	To align More link to right, left, or center.
Background Color	The background color for the entire module.
Add Background Image	To add a background image and upload the image.
Configure Background for Alternate Rows	To configure a different background for alternate rows.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-16 Style Properties

Property	Description
Alternate Background Color	The color for alternate rows of the module.
Add Alternate Background image	To add a background image for alternate rows and upload the image.
Padding (Px)	The space that you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.

Touch Version Properties

The Touch Version properties enable you to specify the touch mode exclusive properties. The following is the list of Schedule Touch Version properties.

Table 4-17 Touch Version Properties

Property	Description
Time Font Family	The font family you want to apply for time.
Time Font Size	The font size you want to apply to the time text/digits.
Make Time Bold	To display time in bold font.
Title Font Family	The font family that you want to apply to the titles of shows.
Title Font Size	The font size that you want to apply to the title text.
Make Title Bold	To display the titles with bold text formatting on touch mode.
Short Description Font Family	The font family that you want to apply to the short description text.
Short Description Font Size	The font size that you want to apply to the short description text.
Add Background Image for highlighted Favourite Shows	To add a background image for the highlighted favourite shows. You can upload the new image using the Upload Image button.
Currently Playing and Upcoming Show Label Font Family	The font family to be used for the currently playing and upcoming show label.
Currently Playing Show Label Font Siz	The font size to be used for the currently playing show label.
Change List Arrows (15x15 Px)	To replace the default arrow image used for list.
No Favourite Shows Added Message Font Family	The font family that you want to apply to the No Favourite Shows Added Message text.
No Favourite Shows Added Message Font Size	The font size that you want to apply to the No Favourite Shows Added Message text.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-17 Touch Version Properties

Property	Description
More Link Font Family	The font family to be used for the More Link text.
More Link Font Size	The font size for the More link text.
Make More Link Bold	To make More Link with bold formatting.
Separator Color	To display a separator line between shows.
Separator Stroke Weight (Px)	The thickness of the separator line.
Add Background Image	To use an image as the background for the area where the shows appear. You can upload the new image using the Upload Image button.
Add Alternate Background Image	To configure a different background image for every alternate show item in the list. You can upload the new image using the Upload Image button.
Padding (Px)	The space you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Shows

The Shows module enables you to insert TV shows from channels run by media companies on your site pages. It also provides an option to display the end users' favorite shows, thus helping them personalize the content. The Shows module can also be used to show a thumbnail list of a feed-based information that have no link to details.

Before you begin to configure the Shows Module, ensure that you have the following:

- Show feed URL
- Feed adapter key
- Personalization key provided by Cisco (optional)

If you create a feed using Feed Editor, use the following details:

- Feed Template Name—Shows
- Feed Adapter Key—SHOWS

Standard Feed Structure:

```
<Channel>
<Item>
<Title></Title>
<Picture></Picture>
<ShowURL></ShowURL>
<Description></Description>
<Showtimings></Showtimings>
</Item>
<Item>
<Title></Title>
<Picture></Picture>
<ShowURL></ShowURL>
<Description></Description>
<Showtimings></Showtimings>
</Item>
</Channel>
```



Note

Contact Cisco only if the feed is external.



Note

For information on tags and short description, see the [Chapter 16, “Feed Details”](#).

Configuring the Shows Module

To configure the Shows module, perform the following steps:

- Step 1** In the Modules panel, enter **Shows**. The Shows module appears in the Modules panel.
- Step 2** Drag and drop the module into the canvas. The Edit panel of the module opens.

Send documentation comments to emsp-docfeedback@cisco.com

Step 3 In the Edit panel of the module, specify the required values in the respective fields.

Step 4 Click **Save**.

Shows Properties

Main Properties

The Main properties enable you to specify the feed details and other basic properties of this module. The following is the list of Show Main properties.

Table 4-18 Main Properties

Property	Description
Feed URL	The URL of the show feed.
Feed Adapter Key	The feed adapter key for the show feed.
Number of Items to be displayed on the main page	The number of items that must appear in the list of shows on the main page of the mobile site or application.
Display Items from Feed	<p>The options to display items from feed:</p> <ul style="list-style-type: none"> All Items User's Favourites Only <p>Note For All Items, if a user has marked some shows as favourites, there is an option to display the favourite shows first.</p>
For All Items option, display Favourited shows first	To display the user's favourite shows first when the All Items option is selected.
Display Options for each show	<p>For each show the following display options are available:</p> <ul style="list-style-type: none"> Title Only Title and Short Description Thumbnail and Title Thumbnail, Title, and Short Description <p>For more information on description and short description, see the Chapter 16, "Feed Details".</p>
Display Schedule for each show	To display the schedule for each show. This displays only if the schedule has been configured for each show.
Personalization Key	<p>The personalization key for the show feed.</p> <p>Personalization Key refers to the database in which all items related to a particular user or device are stored.</p>

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-18 Main Properties

Property	Description
No Favourite Shows Added Message	The message that displays if the user has chosen to display only favourite shows, but has not added any shows to the list. The default message is “No Favourites have been added yet”.
Show More Link	To display a More link that leads to other items in the list on the next page.
Label for More Link	The label for the More link. The default is More Shows.

Style Properties

The Style Properties enable you to define the font details for this module.

By default, style properties apply to both touch and non-touch modes. The following is the list of Show Style properties.

Table 4-19 Style Properties

Property	Description
Title Color	The font color for the titles of shows.
Add Bullets	To display titles as a bulleted list. You can upload the image using the Upload Image button.
Schedule Color	The font color for the schedule text.
Short Description Color	The font color for the short description text. This color applies to short description text in both touch and non-touch modes.
Change Placeholder Thumbnail (45x15 Px)	To replace the default placeholder thumbnail image. The placeholder thumbnail image appears when the thumbnail images from the show feed fail to load on your mobile site.
Background Color for placeholder thumbnail	To background color for the placeholder thumbnail image.
No Favourite Shows Added Message Color	The font color for the No Favourite shows added text message.
More Link Color	The color for the More Link.
Align More Link	To align More link to right, left, or center.
Background Color	The background color for the entire module.
Add Background Image	To use an image as background. You can upload the image using the Upload Image button.
Configure Background for Alternate Rows	To configure a different background for alternate rows.
Alternate Background Color	The color for alternate rows of the module.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-19 Style Properties

Property	Description
Add Alternate Background image	To add a background image for alternate rows. You can upload the image using the Upload Image button.
Padding (Px)	The space that you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.

Touch Version Properties

The Touch Version properties enable you to specify the touch mode exclusive properties. The following is the list of Show Touch Version properties.

Table 4-20 Touch Version Properties

Property	Description
Use Grid Layout	To display show items in a grid layout.
Title Font Family	The font family you want to apply to the titles of shows.
Title Font Size	The font size that you want to apply to the title text.
Make Title Bold	To display the titles with bold text formatting on touch mode.
Schedule Font Family	The font family that you want to apply to the schedule text.
Schedule Font Size	The font size that you want to apply to the schedule text.
Make Schedule Bold	To display the schedule text with bold text formatting.
Short Description Font Size	The font size that you want to apply to the short description text.
Change List Arrows (15x15 Px)	To replace the default arrow image used for list.
No Favourite Shows Added Message Font Family	The font family that you want to apply to the No Favourite Shows Added Message text.
No Favourite Shows Added Message Font Size	The font size that you want to apply to the No Favourite Shows Added Message text.
More Link Font Family	The font family to be used for the More Link text.
More Link Font Size	The font size for the More link text.
Make More Link Bold	To make More Link with bold formatting.
Separator Color	The color if you want to display a separator line between shows.
Separator Stroke Weight (Px)	The thickness of the separator line.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-20 Touch Version Properties

Property	Description
Add Background Image	To use an image as the background for the area where the shows appear.
Add Alternate Background Image	To configure a different background image for every alternate show item in the list. You can upload the image using the Upload image button.
Padding (Px)	The space you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Stories

The Stories module enables you to display content such as news, articles, and blog posts on your mobile sites.

The Stories module acquires articles from various sources specified in a feed and displays articles with titles and short descriptions in a list. The module also links an article in a list to another page that provides the detailed content of the article. The Stories module can be used to present dynamic content such as news, sports commentary, and static content such as blog posts.

The module enables the end user to scan the titles and short description of stories. You can use the Stories module to display multiple items drawn from the feed at once. You also have various display options for story headlines.

You can configure the Stories module to gather analytical data on the number of More pages accessed, and the titles and publishing dates of the stories viewed. You can generate the report of this data using the Omniture.

The module offers the following use cases:

- Display articles and the related metadata.
- Display articles in various display formats like title only, title and short description, title and thumbnail, thumbnail, title and short description.
- Offers a different display option for the first feed item.
- Takes you to a different experience to view more details of an item you click.
- Create a monetizable page for each article in the form of a detail or an inner page.
- Navigation options across pages and articles.
- Various styling options for background, fonts, link colors, and others.
- Gather analytical data on the number of more pages accessed the titles and publishing dates of the stories.

Before you begin to configure the Stories module, ensure that you have the following:

- Story feed URL
- Feed adapter key

If you want to create a feed using Cisco Feed Editor, use the following details:

- Feed Template Name—Stories
- Feed Adapter Key—STORIES
- Feed Structure for Stories:

```
<NewsHeadlines>
<NewsHeadline>
<title></title>
<itemId>should be unique for each item and mandatory</itemId>
<shortDescription></shortDescription>
<pubDate>The pubdate should be in the UTC format 2011-05-17T18:14:16+0000</pubDate>
<category />
<thumbnailImageUrl></thumbnailImageUrl>
<fullImageUrl></fullImageUrl>
```

Send documentation comments to emsp-docfeedback@cisco.com

```
<description></description>
<author />
<link></link>
<search />
<fullPageUrl />
<metadata1 />
<metadata2 />
</NewsHeadline>
<NewsHeadline>
<title></title>
<itemId></itemId>
<shortDescription></shortDescription>
<pubDate></pubDate>
<category />
<thumbnailImageUrl></thumbnailImageUrl>
<fullImageUrl></fullImageUrl>
<description></description>
<author />
<link></link>
<search />
<fullPageUrl />
<metadata1 />
<metadata2 />
</NewsHeadline>
</NewsHeadlines>
```



Note Contact Cisco only if the feed is external.



Note For more information on image size, see the [“Recommended Image Sizes”](#) section on page 4-14.

For more information on short description and description, see the [Chapter 16, “Feed Details”](#).

Send documentation comments to emsp-docfeedback@cisco.com

Configuring the Stories Module

To configure the Stories module, perform the following steps:

-
- Step 1** In the Modules panel, enter **Stories**. The Stories module appears in the Modules panel.
 - Step 2** Drag and drop the module into the body area of your site in the canvas. The Edit panel of the module opens.
 - Step 3** In the Edit panel of the module, specify the required values in the respective fields.
 - Step 4** Click **Save**.
-

Stories Properties

Main Properties

The Main properties enable you to specify the feed details and other basic properties of this module. The following is the list of Stories Main properties.

Table 4-21 Main Properties

Property	Description
Feed URL	The URL of stories feed that conforms to the content source format supported by the module.
Feed Adapter Key	The feed adapter key.
Number of Display items on first page	The number of stories that must appear on the first page. Items to be displayed can be in the range of 1 to 15.
Display Options	The manner stories must appear in the page. The options available are: <ul style="list-style-type: none"> • Title Only • Title and Short Description • Thumbnail and Title • Thumbnail, Title, and Short Description
Configure Different Layout for First Feed Item	To configure how the first story should appear in the page.
Display Options for the first feed item:	The display format for the first feed item. <ul style="list-style-type: none"> • Thumbnail and Title • Picture and Title (default) • Picture, Thumbnail, and Title

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-21 Main Properties

Property	Description
Directly Go to URL within each Feed Item	To enable users to directly go to the URL of each feed item. If this option is not selected, end users can view the inner page with detailed story by clicking the story title.
Show More Link	To display the link that the end user clicks to go to the page with more stories.
Label for More Link	The label for the more link.
Timestamp Format on the inner page	The format in which the date and time appear in the inner page.
Display Timezone in timestamp	To display the timezone in the timestamp configured.
Set Timezone	The timezone required.
Show Next and Previous Items Links on the Inner Page	To display the Next Item and Previous Item links that help the end user to navigate between items in the inner pages.
Label For Next Item	The text that represents the Next Item link.
Label For Previous Item	The text that represents the Previous Item link.
Do not display Go back link	Not to display the Go Back link in the inner pages.

Style Properties

The Style properties enable you to define the font details for this module.

By default, style properties apply to both touch and non-touch modes. The following is the list of Stories Style properties.

Table 4-22 Style Properties

Property	Description
Font Family (Non-touch)	The font family for the story text for non-touch mode.
Title Color	The font color for the story text titles.
Add Bullets	To display stories in a list. You can upload the image using the Upload Image button.
Short Description color	The color that you want to use for the short description text.
Navigation Link Color	The color that you want to use for the navigation link, Go Back.
Align Navigation Link	To align navigation links, to right, left, or center. The property applies only to the More link on the first page.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-22 Style Properties

Property	Description
Story Color/Links within Story Color	The font color that you want to use for the detailed content of stories and the links within it that appear in the inner pages.
Date and Byline Color	The font color that you want to use for the date and byline text.
Links within Story color	The font color that you want to use for the links within stories.
Next, Previous and Go back Links Color	The font color that you want to use for the text that represents the Next Item, Previous Item, and Go back links.
Background Color	The color for the background area where stories appear.
Add Background Image	To use an image as the background for the area where stories appear. You can upload the image using the Upload Image button.
Padding	The space that you want to leave between the content boundary and the module boundary.
Margin	The space that you want to leave between the module boundary and the sides of device screen.
Separator Color	The color for the separator lines that appear between stories.
Stroke Weight (Px)	The thickness of the separator line.

Touch Version Properties

The Touch Version properties enable you to specify the touch mode exclusive properties. The following is the list of Stories Touch Version properties.

Table 4-23 Touch Version Properties

Property	Description
Title Font Family	The font family that you want to apply to the story titles.
Title Font Size	The font size that you want to apply to the title text.
Make Title Bold	To display the titles with bold text formatting.
Short Description Font Family	The font family that you want to apply to the short description.
Short Description Font Size	The font size that you want to apply to the short description.
Story Font Family	The font family that you want to apply to the detailed content of stories that appear in the inner pages.

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-23 Touch Version Properties

Property	Description
Story Font Size	The font size that you want to apply to the story text.
Date and Byline Font Family	The font family that you want to apply to the date and byline text.
Date Font Size	The font size that you want to apply to the date text.
Byline Font Size	The font size that you want to apply to the byline text.
Change Link Arrows (15x15 px)	To replace the default arrow image used for links. You can upload the image using the Upload Image button.
Navigation Link Font Family	The font family to be used for the text that represents the navigation link.
Navigation Link Font Size	The font size for the navigation link text.
Make Navigation Links Bold	To display the navigation link text with bold text formatting.
Next, Previous and Go back Links Font Family	The font family to be used for the text that represents the Next Item, Previous Item, and Go back links.
Next, Previous and Go back Links Font Size	The font size to be used for the text that represents the Next Item, Previous Item, and Go back links.
Make Next and Previous Item Bold	To display the Next Item and Previous Item link text with bold text formatting.
Add Background Image	To use an image as the background of the area where the stories appear. You can upload the image using the Upload Image button.
Padding	The space that you want to leave between the content boundary and the module boundary.
Margin	The space that you want to leave between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Images Properties

The Images properties enable you to specify the thumbnail properties. The following is the list of Stories Images properties.

Table 4-24 Images Properties

Property	Description
Thumbnail sizes	<p>The size for the thumbnail that you want to display.</p> <ul style="list-style-type: none"> • Large displays thumbnail size 38% of parent width • Medium displays thumbnail size 28% of parent width • Small displays thumbnail size 20% of parent width <p>By default, the thumbnail size is set as Medium. You have to resize the height proportionally.</p>
Change Placeholder Thumbnail (45x15 px)	<p>To replace the default placeholder image for thumbnails. The recommended size of thumbnail placeholder image is 45x15 pixels. You can upload the image using the Upload Image button.</p> <p>The placeholder image appears in the thumbnail area, if a thumbnail image of a story item specified in the feed does not load on your mobile site or application.</p>
Thumbnail Background Color	The color that you want to use as the background for the placeholder thumbnail.
Border color	The border color for the thumbnail image.
Stroke weight (Px)	The thickness of the thumbnail border (at least 1 Px).
Corner radius (Px) (Touch)	The value for the corner radius to display rounded corners for the thumbnail border.
Vertically Align Thumbnail	To align the thumbnails vertically to top, center or bottom.

Send documentation comments to emsp-docfeedback@cisco.com

Pagination Properties

The Pagination properties enable you to specify the pagination for non-touch devices. The following is the list of Stories Pagination properties.

Table 4-25 **Pagination Properties**

Property	Description
Pagination	<p>As the content of some articles may exceed the default dimensions of the first inner page, the entire content may not appear on one page. So it is recommended that pagination be set for non-touch devices.</p> <p>Configure pagination as follows in the Advanced Pagination option:</p> <ul style="list-style-type: none"> • For devices with screen width of 320 pixels and above: Between 600 and 800. • For devices with screen width of 240 pixels: Between 500 and 600. • For devices with screen width of 320 pixels and below: between 400 and 500. <p>Touch devices do not have pagination. The entire content of an article appears on the same inner page as the user scrolls down to read.</p>

Analytics Properties

The Analytics properties enable you to configure the Stories module to gather analytical data on the number of More pages accessed, and the titles and publishing dates of the stories viewed.

The values that you specify in the Analytics section should be used in the Omniture module to generate the report. The following is the list of Stories Analytics properties.

Table 4-26 **Analytics Properties**

Property	Description
More Page Count	The value to configure the Stories module to gather information on the number of More pages accessed by the end users.
Story Title	The value to configure the Stories module to gather information on the titles of stories viewed by the end users.
Timestamp	The value to configure the Stories module to gather information on the publishing dates of stories viewed by the end users.

Send documentation comments to emsp-docfeedback@cisco.com

RSS Feed Reader

The RSS Feed Reader module enables you to insert live, dynamic content on your mobile site using an RSS feed.

The RSS feeds provide live and latest breaking news, events, and offers. You can specify the URL of the feed to include live content on your mobile site.

Configuring the RSS Feed Reader Module

To configure the RSS Feeder module, perform the following steps:

-
- Step 1** In the Modules panel, enter **RSS Feed Reader**. The RSS Feed Reader module appears in the Modules panel.
 - Step 2** Drag and drop the module into the appropriate area of your site in the canvas. The Edit panel of the module opens.
 - Step 3** In the Edit panel of the module, specify the required values in the respective fields.
 - Step 4** Click **Save**.
-

RSS Feed Reader Properties

Main Properties

The Main properties enable you to specify the feed details and other basic properties of this module. The following is the list of RSS Feed Reader Main properties.

Table 4-27 Main Properties

Property	Description
Feed URL	The Feed URL from which live content will be streamed to your mobile site.
Layout Options	The layout option required.
Display Options	The display option required.
Number of Display Items	The number of items you want to display from the live feed. You can choose to display up to 60 items from the live feed.
Number of Characters for Short Description	The number of characters from the live feed that you want to display on the screen for the short description. The default value is 100.
Show More Link	To display the More link.
Label for More Link	The text that you want to display to the user to indicate that additional content is available through live feeds. The default value is More

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-27 Main Properties

Property	Description
Label for Next Page	The text that you want to display for the Next Page
Label for Previous Page	The text that you want to display for the Previous Page
Show Go Back link	To show the Go Back link on the inner pages.
Label for Go Back link	The text you want to display for the Go Back link on the inner pages.

Style Properties

The Style Properties enable you to define the font details for this module.

By default, style properties apply to both touch and non-touch modes. The following is the list of RSS Feed Reader Style properties.

Table 4-28 Style Properties

Property	Description
Title Color	The font color for the text of story (feed items) titles.
Add Bullets	To display stories in a bulleted list.
Short Description Color	The font color for the text of short descriptions.
Align	To align title and short description to right, left, or center.
Story Color	The font color you want to use for the detailed content of stories, which appears on the inner pages.
Navigation Link Color	The color you want to use for the navigation link.
Align Navigation Link	To align navigation links, This property applies only to the More link on the first page.
Background Color	The color for the background area where stories appear.
Add Background Image	To use an image as the background of the area where stories appear. You can upload the image using the Upload Image button.
Padding	The space you want to leave between the content boundary and the module boundary.
Margin	The space you want to leave between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Touch Version Properties

The Touch Version properties enable you to specify the touch mode exclusive properties. The following is the list of RSS Feed Reader Touch Version properties.

Table 4-29 Touch Version Properties

Property	Description
Title Font Family	The font family you want to apply to the titles of stories.
Title Font Size	The font size you want to apply to the title text.
Make Title Bold	To display the titles with bold text formatting.
Short Description Font Family	The font family you want to apply to the short description text.
Short Description Font Size	The font size you want to apply to the short description text.
Story Font Family	The font family you want to apply to the detailed content of stories that appear on the inner pages.
Story Font Size	The font size you want to apply to the story text.
Navigation Link Font Family	The font family to be used for the text that represents the navigation link.
Navigation Links Font Size	The font size for the navigation link text.
Make Navigation Links Bold	To display the navigation link text with bold text formatting.
Separator Color	The color for the separator lines that appear between stories.
Stroke Weight	The weight of the separator line.
Change Link Arrow (15x15 Px)	To replace the default link arrow that appears next to each RSS feed item. The recommended size is 15x15Px.
Add Background Image for each story	To use an image as the background of the area where stories appear. You can upload the image using the Upload Image button.
Padding	The space you want to leave between the content boundary and the module boundary.
Margin	The space you want to leave between the module boundary and the sides of device screen.

Send documentation comments to emsp-docfeedback@cisco.com

Pagination Properties

The Pagination properties enable you to specify the pagination details. The following is the list of RSS Feed Reader Pagination properties.

Table 4-30 **Pagination Properties**

Property	Description
Pagination	<p>As the content of some articles may exceed the default dimensions of the first inner page, the entire content may not appear on one page. So it is recommended that pagination be set for non-touch devices.</p> <p>Configure pagination as follows in the Advanced Pagination option:</p> <ul style="list-style-type: none">• For devices with screen width of 320 pixels and above: between 600 and 800.• For devices with screen width of 240 pixels: between 500 and 600.• For devices with screen width of 320 pixels and below: between 400 and 500. <p>Touch devices do not have pagination. The entire content of an article appears in the same inner page as the user scrolls down to read.</p>

Send documentation comments to emsp-docfeedback@cisco.com